

## Message Text

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FOR BEWT; VIENNA FOR EWTDO, REX; STATE FOR EUR/EE;  
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SUBJECT: PLOVDIV 1976: SPACE AND LOCATION

REF: USDOC 18890 (NOTAL)

1. SUMMARY: WHILE RECOGNIZING BUDGETARY ARGUMENTS, WE ARE FORCED TO CONCLUSION THAT PAVILION 24 MUST BE CONSIDERED AN ESSENTIAL PORTION OF U.S. EXHIBIT AT PLOVDIV '76. DOING WITHOUT PAVILION 24 WOULD MEAN HAVING TO TAKE EXHIBIT SPACE FOR WASHROOM, ADMINISTRATIVE AND STORAGE FACILITIES, SERIOUSLY AFFECTING OUR ABILITY TO HAVE THE KIND OF EXHIBIT WE NEED IN THIS BICENTENNIAL YEAR. IT WOULD ALSO ENTAIL MANY ADDITIONAL COSTS WHICH COULD WELL APPROXIMATE THE RENTAL FOR PAVILION 24 ITSELF. IT IS THE EMBASSY'S JUDGMENT THAT PLANNING MUST INCLUDE RENTAL OF PAVILION 24.

2. WITHOUT QUESTION SITE OF USG PAVILION IS CENTRAL TO ENTIRE SUBJECT OF USG PARTICIPATION. FROM IT FLOW BASIC DECISIONS ON SCOPE AND CONTENT OF PAVILION, FUNDAMENTALLY AFFECTING USG PURPOSES IN AND BENEFITS FROM PARTICIPATING IN FAIR. ACCORDINGLY, WE WANT TO MAKE SURE THAT FOLLOWING POINTS ARE CONSIDERED,  
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RATHER THAN RELYING SOLELY UPON "BUDGET LIMITATIONS"

(REF, PARA 2).

3. SPACE RATES: FIRST, IN ALL FAIRNESS TO BUDGETARY ARGUMENT, PLOVDIV AUTHORITIES HAVE SIGNIFICANTLY INCREASED 1976 RENTAL RATES: OUTDOOR AREA IS NOW \$9 PER SQUARE METER (INSTEAD OF \$6.70 LAST YEAR); COVERED JCEA WHEN ENTIRE PAVILION IS TAKEN IS \$20 (INSTEAD OF \$16.80); PARTIAL COVERED PAVILION IS \$25 (VICE \$20.20). THUS, PAVILION 24 (504 SQUARE METERS) WOULD COST \$10,080, (VICE \$8,467.20); 38-BY-38-METER-SQUARE OPEN AREA FOR DOME WOULD COST \$12,996 (VICE \$9,674.80). IN SUM, RENTAL FOR SAME SPACE AS LAST YEAR WOULD COST \$23,076, UP ONE QUARTER FROM \$18,141.

4. LOCATION: FAIR AUTHORITIES UNDOUBTEDLY WOULD LIKE US CONSTRUCT OUR OWN PERMANENT PAVILION. WHILE THIS MIGHT BE DESIRABLE (AND PERHAPS FEASIBLE) IN LONG RUN, WE SEE AT PRESENT NO BETTER SITE THAN THAT WE NOW HAVE -- AND SEVERAL THAT ARE WORSE. BUT IF WE DO NOT ALSO TAKE PAVILION 24, FAIR AUTHORITIES VERY LIKELY WOULD REQUIRE WE MOVE DOME ELSEWHERE. THIS IS BECAUSE DOME BLOCKS ONE ENTRANCE OF PAVILION 24 AND RESTRICTS ACCESS TO THE OTHER ENTRANCE; PAVILION WOULD BE ALMOST IMPOSSIBLE TO RENT TO ANOTHER EXHIBITOR. COST OF DESTROYING PRESENT PAD, SINCE SITES MUST BE RESTORED TO ORIGINAL CONDITION, AND CONSTRUCTING NEW PAD MUST BE WEIGHED AGAINST PAVILION RENTAL.

5. FACILITIES: WE HAVE LISTED SEVERAL TIMES, THIS YEAR AND LAST, THE MANIFOLD FUNCTIONS WHICH MUST BE CARRIED OUT IN PAVILION AREA. DESPITE UNDOUBTED INGENUITY OF DESIGNERS, WE DO NOT SEE HOW ALL NECESSARY FUNCTIONS CAN BE SHOEHORNED INTO DOME. EVEN IF THIS POSSIBLE, EXTRA COSTS WOULD ARISE; E.G., TO RUN WATER AND SEWAGE LINES INTO DOME FOR TOILETS, WHICH ALREADY EXIST IN PAVILION.

6. HOTEL: WE TOO ARE MINDFUL THAT HOTEL SITUATION

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ELICITS ADVERSE COMMENT FROM EXHIBITORS. WE WILL TRY TO WORK ON BALKAN TOURIST TO PROVIDE BETTER HANDLING.

7. RESERVING SPACE: AS PREVIOUSLY STATED, THERE IS NO RPT NO MEANS OF "UNOFFICIALLY RESERVING SPACE" (REF, PARA 2). LETTER AS SUGGESTED WOULD BE MEANINGLESS. FACT THAT OUR PAD EXISTS WHERE IT DOES MEANS USG INTENDS TO PARTICIPATE AGAIN AND FAIR AUTHORITIES

RECOGNIZE THIS -- BUT ONLY AT THAT SITE.

8. CONCLUSION: MORE FACTORS THAN SIMPLY NUMBER OF DOLLARS AVAILABLE MUST BE CONSIDERED IN MAKING DECISION ON SITE. WE WOULD TRUST SAVINGS CAN BE ACHIEVED ELSEWHERE IN THIS PROJECT RATHER THAN REDUCING SPACE TO POINT THAT (A) FAIR AUTHORITIES FORCE US TO LESS DESIRABLE LOCATION; AND (B) NECESSARY FUNCTIONS CANNOT BE CARRIED OUT.

9. EMBASSY ASSUMES GIST OF REFTEL PREVIOUSLY COMMUNICATED TO USIA.  
HERZ

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